

will be three major groups that will have to take the responsibility of implementing the plan. The first responsibility for the improvements should be with those who stand to directly gain the most from having the central area redeveloped. This would be the merchant-businessman group. Thus far this group has already organized itself into a Downtown Merchants Committee and has worked to arrive at or refine many of the ideas that are presented within this study.

The following is a list of general proposals that should be taken as a responsibility of the Downtown Merchants Committee in addition to their general obligation to support, maintain and encourage the development of the central core area. Some of these suggestions are presently in operation, but are restated here to give a written outline of the needs:

- (1) Further strengthen the existing downtown organization by having it formed into a corporation with definite objectives and responsibilities. Forming a corporation would give the organization a legal status which would allow it to make agreements with the city, (which is also a corporation), enter into contractual agreements with other organizations or companies and pursue projects within the downtown in a businesslike manner.
- (2) Organize the downtown merchants in such a manner that the core area will be promoted as a unified shopping facility, encourage simultaneous sales programs and advertise in out of town papers to draw new business. It will be surprising the results that can be gained simply by active group promotion. Rocky Mount can build a new image of itself in a very short time.
- (3) Employers and employees should realize that the parking spaces they occupy close to their place of business are badly needed by paying customers. Every effort should be made to keep as many of the